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# Global Yahoo Advertising Policies

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## **[Yahoo Ad Policy Enforcement Updates and Change Log](#)**

Ad Policy Enforcement Updates

Change Log Updates

# **Yahoo Ad Policy Enforcement Updates and Change Log**

## **Ad Policy Enforcement Updates**

### **May 27, 2021**

Below are a few examples of our Ad Policy enforcement activity from July - December 2020, based on a sample of ads that were subject to review on our platforms.

### **Political Ads**

Approximately 3.41% of ads were related to political candidates or issues during the second half of this United States presidential election year. This is an increase over the first half of the year, as the US election season came to a close in November.

### **Ads Containing "Offensive Content"**

Nearly 15% of ads were rejected due to "offensive content" in ads, which is also an increase from earlier in the year. This is a broad category that includes such issues as vulgar words or profanity, violent or gory images, and viscerally impactful/upsetting images. This category also includes, for example, depictions of rioting or war, ads that unfairly capitalize on celebrity gossip or "scandals," and images of deceased celebrities.

### **Controversial Ads**

0.75% of ads were rejected due to "controversial" content. This is an increase from earlier in the year, as we saw more ads exploiting controversial or sensitive subjects (like current political or social issues in the US) for commercial purposes, in violation of our policies.

### **Misleading Ads**

Approximately 4.6% of ads were rejected as "misleading". This includes ads that promote outdated or discontinued products, as well as ads that use deceptive marketing tactics or misrepresent the nature or efficacy of a product. For example, this category includes ads that use fake celebrity endorsements or promote "Get Rich Quick" schemes.

### **September 14, 2020**

2020 has thus far been a remarkable year. Not surprisingly, many of the "hot topics" in today's world have also shown up in ads submitted to our platforms. Below are a few examples of our Ad Policy enforcement activity from January-June 2020, based on a sample of ads that were subject to review on our platforms. This is our first biannual update on Ad Policy enforcement activity.

### **Political Ads**

Approximately 1.5% of ads were related to political candidates or issues during the first half of this United States presidential election year.

### **Controversial/COVID-19 Ads**

While many advertisers are offering useful products and services to address consumers' needs in light of the COVID-19 pandemic, this has also been an area of Ad Policy concern. We rejected approximately 0.60% of ads for Controversial content, a category that currently consists primarily of ads related to coronavirus/COVID-19. Such ads may have promoted products prohibited by our policies (such as medical/disposable face masks), or used marketing tactics to falsely imply endorsement by government or health authorities (e.g., "Recommended by the CDC").

### **Ads Containing "Offensive Content"**

Nearly 9% of ads were rejected due to "offensive content" in ads, which is a broad category that includes such issues as vulgar words or profanity, violent or gory images, or viscerally impactful/upsetting images. This category includes, for example, ads that feature close-up images of medical conditions, as well as ads that may also be categorized as "political" or "controversial."

### **YAHOO/VERIZON MEDIA AD POLICY ENFORCEMENT STATS**

## Change Log Updates

The Advertising Policy Change Log reflects material changes made to Yahoo's Advertising Policies. Where appropriate and at Yahoo's sole discretion, material Advertising Policy changes will be communicated to advertisers in advance. Advertisers are responsible for complying with Yahoo's current Advertising Policies at all times.

### September 2021

#### [Gambling: Casinos and Offline Locations](#)

- New policies for Singapore and the Philippines

#### [Appendix C: Online Gambling](#)

- New policies for Indonesia, Malaysia, Philippines, Portugal, Singapore, Thailand, Vietnam

### June 2021

#### Supply Policies, Publisher Obligations

- k) Publisher will ensure compliance with the [U.S. Children's Online Privacy Protection Act \("COPPA"\)](#), and will also not send any inventory through our platforms that is directed at children under the age of 17.

### April 2021

#### [Ad Targeting](#)

- Ad targeting age minimum changed from 16 to 17. Yahoo does not allow targeting to users under 17 (or minimum age set by specific country).

#### [APPENDIX A: ALCOHOL, INTERNATIONAL RESTRICTIONS](#)

- Brazil - Added guidance for alcohol advertising

#### Infant Feeding

- Singapore - Additional restrictions have been added

### January 2021

#### [Ad Targeting](#)

- Ad targeting age minimum changed from 13 to 16. Yahoo does not allow targeting to users under 16 (or minimum age set by specific country).

### December 2020

#### [Appendix B: Over the Counter Treatments](#)

- Spain
  - Additional restrictions have been added for OTC medicines

### October 2020

### [Hemp, CBD and CBN](#)

- Hemp and CBD policy has been updated to include CBN
- Alcohol
- US
- Yahoo requirements for alcohol advertising have been updated (MSFT policies remain the same)

### **September 2020**

#### [APPENDIX C: ONLINE GAMBLING](#)

- Kenya
- Additional restrictions have been added for gambling

### **July 2020**

#### [APPENDIX C: ONLINE GAMBLING](#)

- Denmark
  - Gambling ads are now prohibited in Denmark.

### **May 2020**

#### [Coronavirus Update](#)

- Global
  - New policies are in effect for ads related to coronavirus or COVID-19.